



Higher Ed Outlook Series
Preparing for Gen Alpha on Campus

March 25, 2026

forv/s
mazars

Your Presenter



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Learning Objectives

- Identify the defining characteristics and expectations of Gen Alpha students and their impact on the future of higher education.
- Describe strategies for implementing digital-first, personalized learning environments and proactive wellness initiatives to support Gen Alpha students.
- Recognize innovative campus practices, including technology integration, faculty upskilling, and equity-focused design that position institutions to successfully engage and prepare Gen Alpha for future workforce demands.



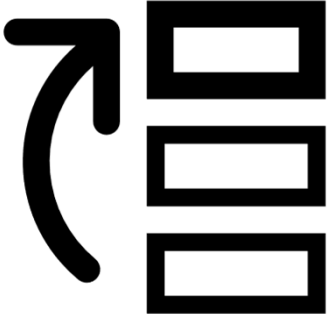
Throughout the presentation ...

Take notes on Gen Alpha ...

List facts about Gen Alpha & identify any potential risks/challenges



Rank those in priority for your institution



Find a potential action to take on those priority items



Start Small

1. It's a marathon, not a sprint.
2. Rome wasn't built in a day.
3. A journey of 1,000 miles begins with a single step.





Follow

Teens are delaying getting their driver's licenses. Parents want to know why

Madeline Holcombe, CNN

Sat, April 5, 2025 at 9:00 AM CDT

6 min read

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BUSINESS INSIDER

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Gen Z is slamming the brakes on getting a driver's license

Julia Pugachevsky

Mon, February 9, 2026 at 3:03 AM CST

10 min read

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1.1k

“For many young people, that rite of passage is being delayed or avoided entirely.”

“They socialize a lot online, which means they don't need to leave home to hang out with friends.”

Does this apply to Gen Alpha?

While Gen Alpha is mostly still too young to drive, experts quoted in these articles note that:

- Gen Alpha is growing up with even less need for physical mobility
- On-demand digital live, GPS, rideshare, and parental scheduling reduce the urgency to drive
- The same forces affecting Gen Z are stronger, not weaker, for Gen Alpha



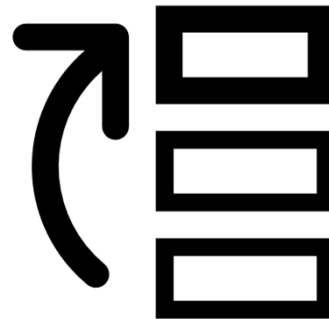
Throughout the presentation ...

Take notes on Gen Alpha ...

Gen Alpha may not have a driver's license



Assess as medium priority



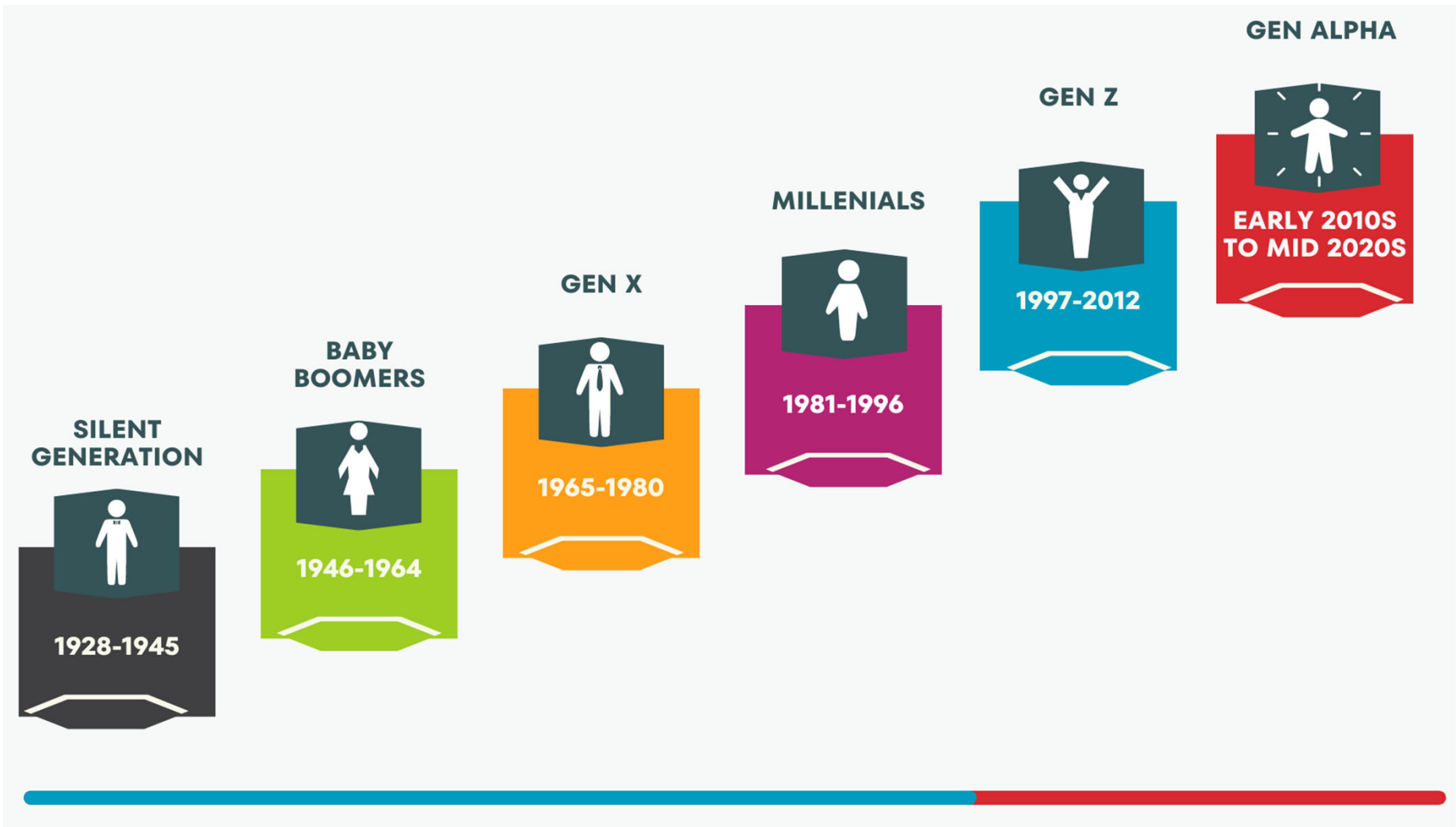
Is campus infrastructure prepared for rideshare pickup spots or driverless cars?



Who Is Gen Alpha?

- Define Generation Alpha
- What makes them unique?





What's one big challenge in planning for Gen Alpha?

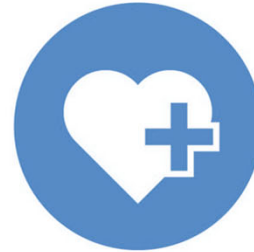




Digital From Birth
Always connected and
fluent in smart tech



Climate-Conscious
They see sustainability
as a minimum standard



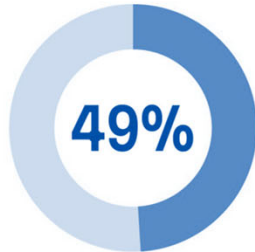
Wellness-Focused
Mental, physical, & emotional
health are priorities



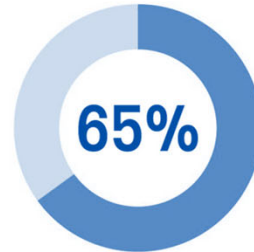
Shorter Attention Spans
Prefer micro-learning
& immersive formats



Diverse + Inclusive
Expect spaces and systems
to reflect and support equity



Trust influencers as
much as their family



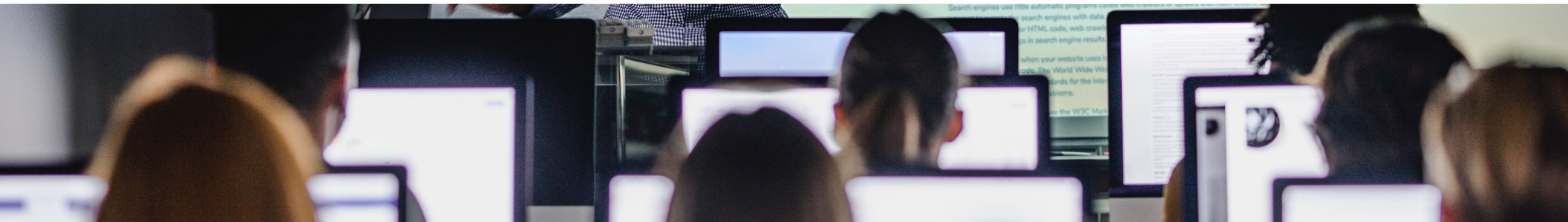
of Gen Alpha will work in
jobs that don't yet exist



Gen Alpha is expected to
surpass all other generations in
spending power by 2034

Define Generation Alpha

Born between 2010 and 2024 into a world saturated with smartphones, tablets, social media, and now artificial intelligence (AI), this generation does not simply use technology; it is woven into their identity. Gen Alphas are immersed in digital environments, shaped by constant connectivity, on-demand experiences, and real-time access to knowledge from infancy.



The arrival of Gen Alpha represents both a major opportunity and a serious challenge for universities. With one in two expected to obtain a degree, their impact will be substantial and long-lasting. However, their expectations of the university experience and their relationship to learning itself are different from anything the sector has encountered before.

Define Generation Alpha

- This generation do not view education as a place—they see it as a service. They expect to interact with it on their terms:
 - Asynchronously
 - Across platforms
 - With a degree of personalization shaped by their own pace and preferences to learn in their own way
- It implies that institutions will need to think more about creating experiences and how this will translate online and offline
- Technology as a foundation, not a feature

For Generation Alphas, technology is not optional. It underpins how they communicate, learn, and understand the world. What might have been considered enhancements a decade ago—high-speed Wi-Fi, mobile learning access, or smart campus tools—are now baseline, standard expectations.

Define Generation Alpha

Institutions can no longer afford to treat IT as a support function. It must be seen as a strategic pillar of student experience, and a driver of equity, inclusion, and innovation. The implication is clear:

- Mobile-first – platforms and digital systems that work across devices, anytime, anywhere.
- BYOD – comprehensive BYOD support with equitable access to devices and networks.
- Smart campus design – with collaborative digital spaces, seamless connectivity, and safe and secure environments.
- AI integration – not as a novelty, but as a core part of learning, research, and operations.
- Upskilling of faculty and staff – to ensure digital tools and digital content are embedded in pedagogy, not just policy.



Getting to Know Generation Alpha

10 Takeaways for Higher Ed

1. They'll be the most educated generation
2. Technology will be key
3. AI will factor into the educational experience and highly personalized learning is a must
4. They will require a "[super education](#)," but not necessarily degrees
5. Educators must adapt, too
6. There's no time like the present to start planning
7. They'll be different kinds of employees in a different kinds of workplace
8. Innovation is the imperative
9. Universities should also factor in Industry 4.0
10. Video content is king

Generation Alphas are born between 2010 and 2025 and are the successors of Generation Z, and while some of them aren't even born yet, they are already shaping the future and the future of higher education marketing.

Getting to Know Generation Alpha

10 Takeaways for Higher Ed

2. Technology will be key

Millennials may be the first generation raised in the digital world, but Alphas will be accustomed to the seamless and inextricable integration of technology into their lives on an unprecedented scale. In fact, evidence suggests that Alphas will surpass the technology skills of their parents before their eighth birthdays.

[Dan Schawbel, research director at Future Workplace and author of *Promote Yourself*, told *SmartBrief*,](#) “They won't know a world without virtual reality, smartphones, electronic readers, the Internet of Things and wearables. Using these technologies will feel very natural to them, and their behavior will influence older generations, as we've seen in the past with millennials and Gen. Z.”

AI will factor into the educational experience

A decade ago, most of us could not have conceived of the impact of Siri, Alexa, and Google Assistant in our homes and lives. For Alphas, it's the opposite: The presence of voice assistants and AI is a natural part of their existence.

Getting to Know Generation Alpha

10 Takeaways for Higher Ed

6. There's no time like the present to start planning

It may be years before a member of Generation Alpha walks through the doors of your institutions, but the time to start planning for the transition is now as it will require an overhauling of institutional cultures, according to *Breakaway Learners* author Karen Gross.

“If a university doesn't have enough bandwidth, plugs or charging stations, or doesn't have enough staff who are using technology, you can't wake up and suddenly fix all that when the alpha generation arrives. You have to plan and think through what the next generation will look like,” [Gross told *The Guardian*.](#)



Sherry Turkle

“Alone Together”

The phrase “**alone together**” comes from sociologist **Sherry Turkle**. She used it to describe how **Millennials and Gen Z** often occupy the *same physical space* while remaining psychologically separate—each person on their own device, connected elsewhere instead of to each other.

Turkle argues this happens because digital connection feels “better than nothing,” even when it displaces face-to-face engagement.

What this looks like:

- Sitting in a room together but scrolling independently
- Being physically co-present while socially elsewhere
- Valuing proximity but not deep interaction

The Emerging Gen Alpha Shift

“Together Alone”

This is not just a wordplay reversal. It reflects a **different social preference** that shows up repeatedly in Gen Alpha research.

Across studies and reporting, Gen Alpha is described as:

- **Comfortable sharing space without constant interaction**
- **Preferring parallel presence over continuous conversation**
- **Less reliant on verbal or performative social engagement**
- **More selective and intentional about interaction**

This shows up in multiple sources documenting:

- Digital-first socialization
- Challenges with face-to-face interaction
- A need for structured or low-pressure social environments

This is not social withdrawal in the traditional sense; it's a redefinition of social comfort.

Campus Housing



Campus Housing Must Evolve



Digital-Native Needs
+ Tech Integration



Affordability, Equity +
Access



Wellness + Mental Health



Sustainability + Climate
Consciousness



Flexibility, Identity +
Personalization

Campus Housing Must Evolve

Wellness & Mental Health

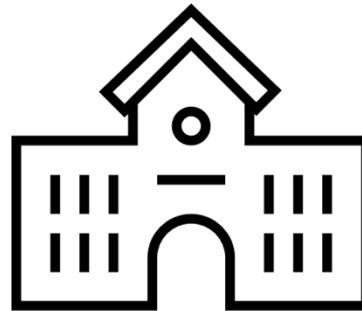
Gen Alpha students are highly aware of their mental health and expect supportive environments. This extends beyond counseling centers and into everyday spaces.

Design Response:

- Natural light, acoustical control, and biophilic elements
- Sensory and retreat rooms
- Outdoor and movement-oriented spaces
- Integrated mental health touchpoints across residential life

Affordability, Equity, & Access

With rising tuition and more first-generation college students, institutions must offer dignity of choice at a variety of price points. The goal is to decouple quality from cost and to deliver inclusive, efficient solutions.



Digital-Native Needs & IRL Integration

Gen Alpha students will arrive expecting seamless connectivity, app-based systems, and smart building features as a baseline. However, universities have a dual obligation: support these expectations while counterbalancing screen-dependence with opportunities for real-world engagement.

Examples

Virginia Commonwealth University



Stephen Barr, Ed.D., CASP ✓ • 2nd

Director of Business Services at Virginia Commonwealth Univers...

3w • Edited • 🌐

+ Follow ...

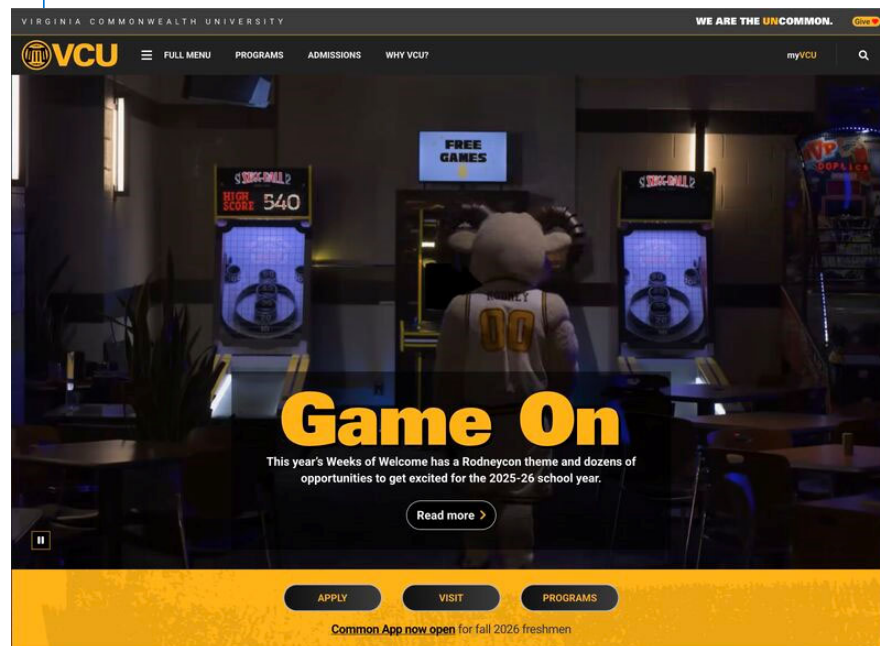
I was pleasantly surprised this morning to open the VCU homepage and see a snapshot of our dining hall game room featured on the front page.

What started as a simple idea to create a space where students could take a break from connected electronics, put down their phones, and connect face to face has grown into something much bigger.

That small spark has now become a part of our Weeks of Welcome theme and continues to evolve as a way to bring people together in new and meaningful ways.

It is a great reminder that sometimes the best ideas are the simplest ones: create opportunities for connection, and students will make the space their own.

#VCU #GoRams



Examples

Virginia Tech University

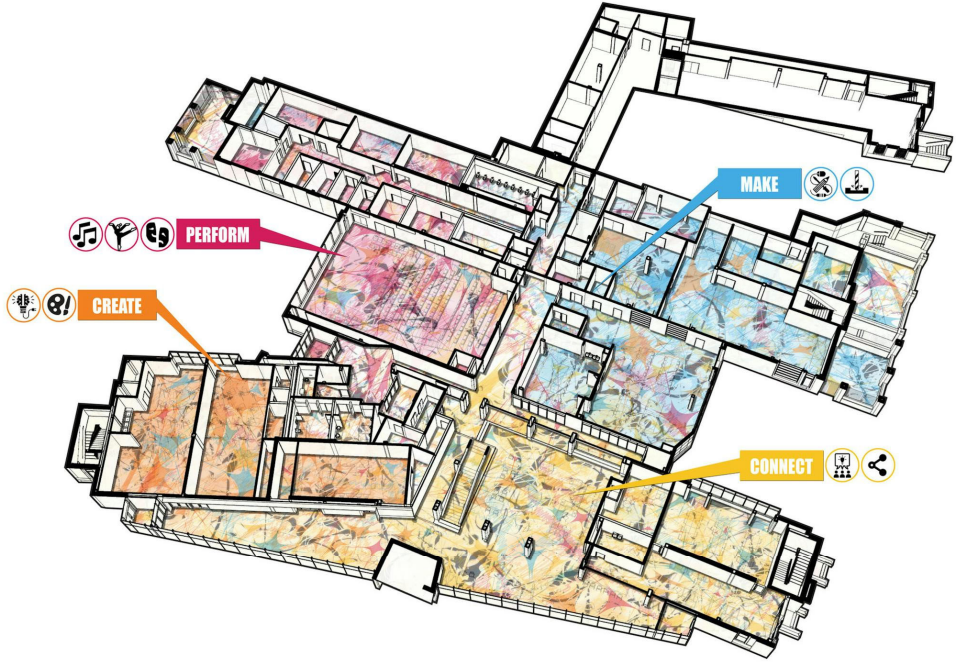
Case Study: Creativity & Innovation District, Virginia Tech

Virginia Tech is pioneering data-driven design analysis by using anonymized lidar mapping to study interior geography and student migration patterns in their [Creativity and Innovation District](#). Coupled with student surveys and focus groups, this technology helps them understand where, and for how long, students congregate, collaborate, or isolate, and how movement patterns relate to social interaction and learning outcomes. These insights will allow them to fine-tune future, qualitative, and quantitative space recommendations for maximum impact.

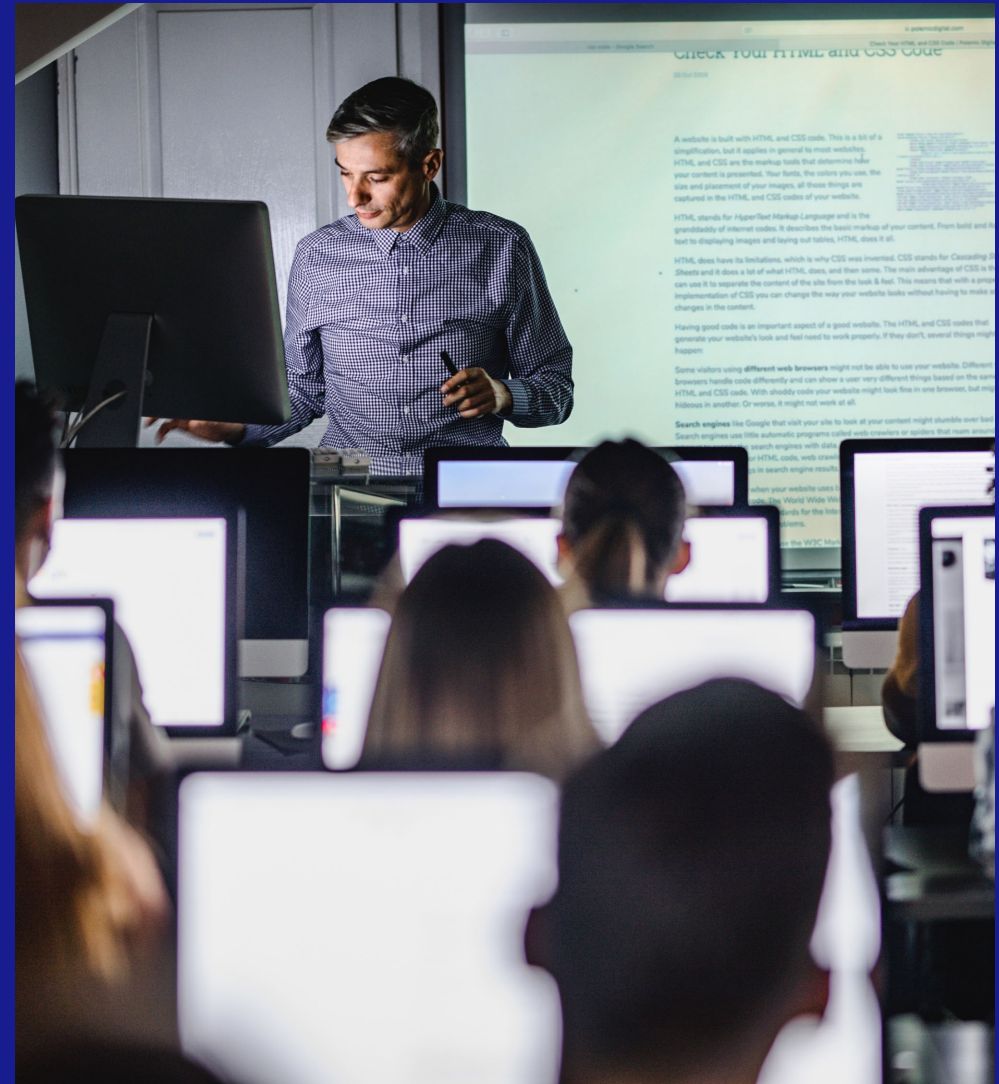
"Understanding the behavioral return on square footage is essential. Lidar data gives us a new level of precision in aligning student movement with design intent and cost."

Examples

Virginia Tech University



Instruction & Technology



Getting to Know Generation Alpha

10 Takeaways for Higher Ed

3. Highly personalized learning is a must

Alphas are used to the immediate accessibility of information. As such, highly personalized and targeted learning experiences are critical. [University Senior Vice President and Provost Pam Benoit told *Nature Index*](#), “The lecture will not work with them.” So, what will? Tutorials and other forms of facilitated learning, such as online learning modules.

While letting go of conventions can be hard, it’s necessary, insists Benoit. “We’re at a point in time when we have a conundrum. We have good ideas, but we need to embrace risk in pursuing those approaches. When we create the future, we have to explain ourselves and reset expectations,” she insists.

10. Video content is king

We’ve all heard the expression “Content is king.” For Generation Alpha, it’s a bit more specific: *video* content reigns supreme.

Class Schedule

MWF vs. TH

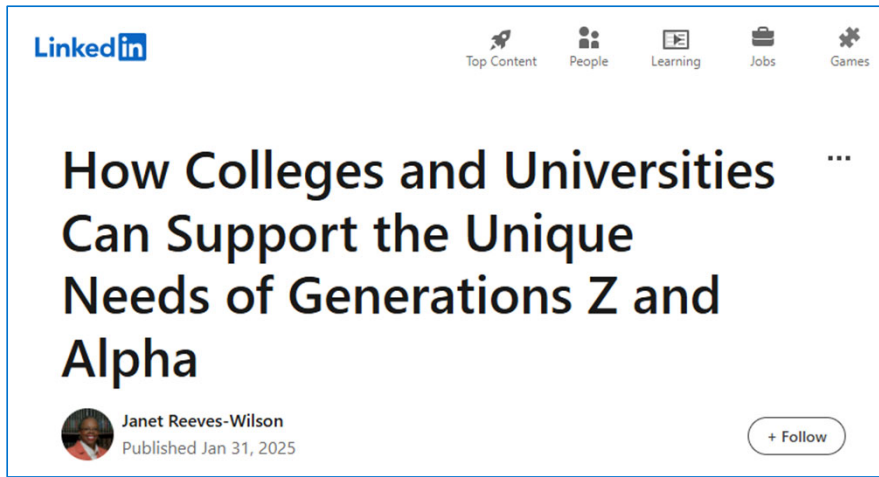


[This Photo](#) by Unknown Author is licensed under [CC BY-NC-ND](#)

13 Predictions About Edtech, Innovation, &—Yes—AI in 2026

“The upcoming arrival of Gen Alpha demands a wholesale rethinking of digital strategy as a core pillar of institutional success. Gen Alpha will arrive deeply fluent in AI, cloud tools and mobile-first experiences and they expect higher ed to meet them there. We will see more institutions prioritizing scalable, hybrid infrastructures: cloud-native learning platforms, robust campus (and off-campus) connectivity and flexible software access that supports remote, on-demand and campus-based learning. They’ll also need to ensure in-person and digital experiences blend seamlessly into one unified journey, as students increasingly judge value on how well they connect. Institutions also will continue to lean into data and analytics to understand how students learn, where gaps remain and when they need support—allowing for adaptive, personalized learning paths and early intervention for those struggling. To remain competitive—and equitable—device-agnostic delivery models, stronger device-loan and BYOD support will be critical to ensuring all students can access course apps and materials whether they have a high-end laptop or rely on a phone or borrowed device. 2026 will mark the beginning of this transformation. Schools that begin to commit now to flexibility, equity and data-driven digital strategy will be best positioned for Gen Alpha’s arrival in less than three years.”

—Peter Cooke, President, AppsAnywhere & LabStats



They crave interactive, hands-on experiences and collaborative projects that allow them to set their own pace. These generations are more diverse, globally connected, and socially conscious, seeking education that emphasizes practical skills, critical thinking, and real-world problem-solving.

To address the needs of these new generations, teachers must evolve into guides and facilitators, seamlessly incorporating technology into their lessons and providing frequent feedback.

They must also be prepared to address the increasing anxiety and mental health concerns among students by integrating social-emotional learning into their curriculum.

The Coming Digital Disruption

How Gen Alpha Will Reshape Higher Ed IT

Hybrid is their default learning environment

- 56% prefer hybrid learning, 30% remote, only 14% fully in-person
- They expect a seamless integration of online and offline

Implication: Hybrid must be supported by design: network density, device access, remote software access, recording tools, digital submission workflows, and consistent experiences across modalities.

AI is already embedded in how they learn

- 73% use or plan to use AI tools; 2 in 5 already rely on ChatGPT to study
- They're not coming to campus expecting AI to be integrated into every workflow
- 54% can code or would like to learn, and ¼ are self-taught

Implication: Universities need an AI strategy that addresses policies, tools, integrations, ethics, cybersecurity, and faculty enablement.



The Coming Digital Disruption

How Gen Alpha Will Reshape Higher Ed IT

They are mobile-first

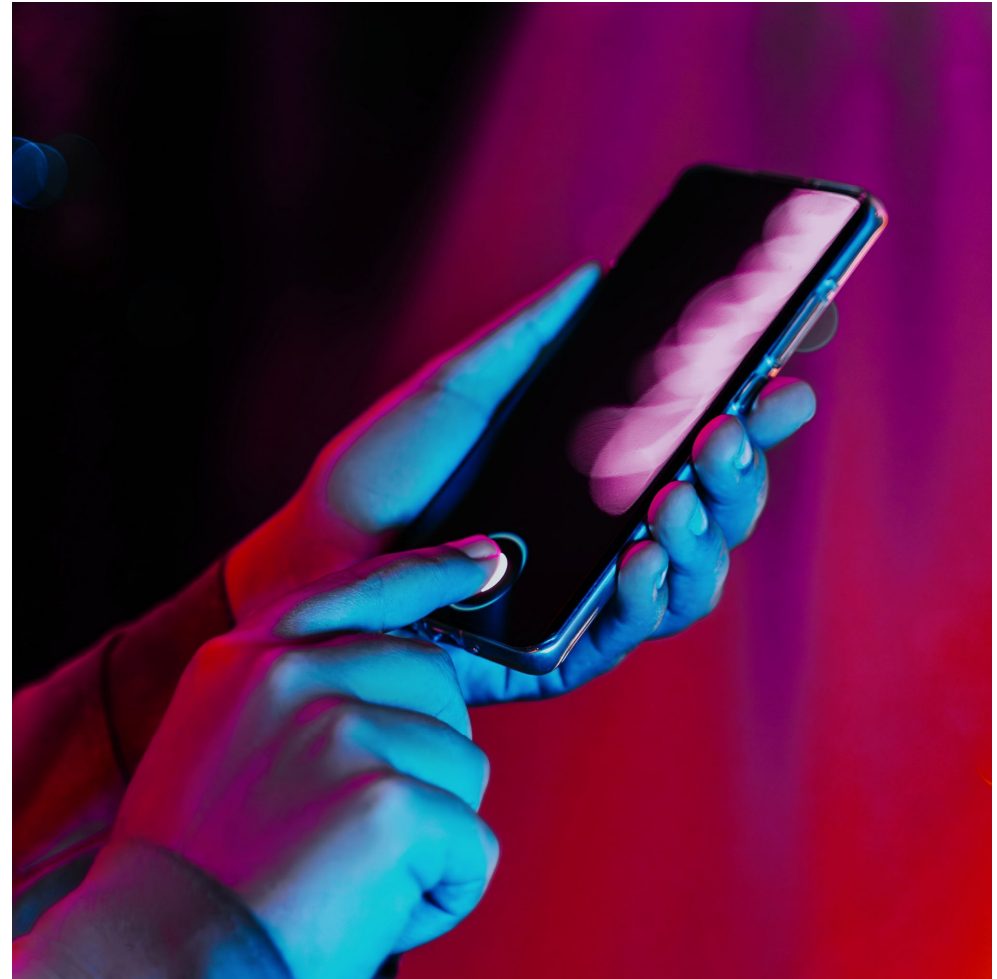
- 85% own a phone; 52% use it for homework
- Social, academic, and organizational tasks all converge on one device

Implication: Legacy web portals and desktop-first systems won't cut it. Every student-facing layer must be designed for seamless mobile performance.

Edtech saturation

- 93% already use at least one educational app
- Half use Chrome devices; many rely on limited hardware

Implication: Universities must support a heterogeneous device environment—Windows, macOS, ChromeOS, iOS—without compromising access to specialized software.



The Coming Digital Disruption

How Gen Alpha Will Reshape Higher Ed IT

High device expectations

- 96% expect their college to provide devices to borrow, own, or access on campus

Implication: Device loan programs, virtual labs, and cloud-first delivery models will need to scale.

Low patience for poor performance

Across digital experiences, students care most about:

- speed (64%)
- ease of navigation and seamless interactions (61%)
- relevant content (56%)

Implication: Every millisecond counts. IT must tackle fragmentation, slow authentication, unpredictable lab performance, and legacy systems that frustrate students. Their perception of value is closely linked to this.



The Students of Tomorrow

Education Gamification

- Given that Gen Alpha grew up learning with digital devices, products that combine play with learning opportunities are particularly appealing.
- Gen Alpha expects an engaging and modern approach to learning, and institutions who invest in this and articulate it clearly will capture this generation's attention.

This generation is platform agnostic, with conversations traversing naturally across Snapchat, WhatsApp, and Instagram, but the go-to platform for entertainment and bite-size information remains TikTok, and its popularity continues on a trajectory.

The Fight Against AI

The screenshot shows a Bing search results page for the query "blue books in college". The search bar is at the top, with the query entered. Below the search bar are navigation tabs for ALL, SEARCH, SHOPPING, IMAGES, VIDEOS, MAPS, COPILOT, NEWS, and MORE. The left sidebar contains a list of categories: Top stories, Sports, U.S., Local, World, Science, Technology, Entertainment, Business, and More. The main content area displays search results, ordered by "Best match". Each result includes the source, date, title, and a brief snippet of the article's content.

techtimes · 9mon

AI Cheat Scandal: Blue Books Make a Comeback as Schools Fight Back Against ChatGPT Takeover

Artificial Intelligence (AI) is revolutionizing not only the workplace; it's silently tearing apart the very fabric of America's educational system. While students have near-limitless access to ...

PC Magazine · 3mon

Remember Blue Books? Sales Skyrocket As Teachers Try to Counter AI Cheating

Remember Blue Books? Sales Skyrocket As Teachers Try to Counter AI Cheating More and more teachers are requiring students to hand-write some assignments in old-school 'blue books' to ensure they don't ...

Salon · 5mon

Writing by hand!?: Teachers are going old-school in the fight against AI

I'm waiting on a call back from someone at the Roaring Spring paper company in Roaring Spring, Pennsylvania that probably isn't coming. I get it; they're busy. As the school year begins, the biggest ...

Social & Mental Health



Generation Alpha **Socializing**

1. Digital First Socialization
2. Challenges With Face-to-Face Interaction
3. Preference for Authenticity and Inclusivity
4. Relearning Social Skills Post-COVID
5. Need for Structured Social Support



What Are “iPad Kids”?

Why Gen Z Criticizes Gen Alpha’s Screen Time

- As a result of staring at screens, Gen Alpha’s “iPad kids” have developed unwanted, unhealthy, and downright strange behavior, say Gen Z critics (born between the late 1990s and 2010), who have been posting their thoughts about the [younger generation](#) on TikTok.
- Gabe Escobar ([@gabesco](#)) shared a rant about “iPad kids” in November 2023. The video has 23 million views to date. He said, “I need everyone else in my generation to *promise* that we are not going to raise ‘iPad children.’ ... You’ve been shoving media and screens in these kids’ faces since birth.”
- Escobar said that these kids likely “can’t read” and “have no imagination.” Horrified by seeing kids using screens in restaurants, he asked parents, “Can you *not* make your child behave for more than five seconds?”

What Are “iPad Kids”? (Continued)

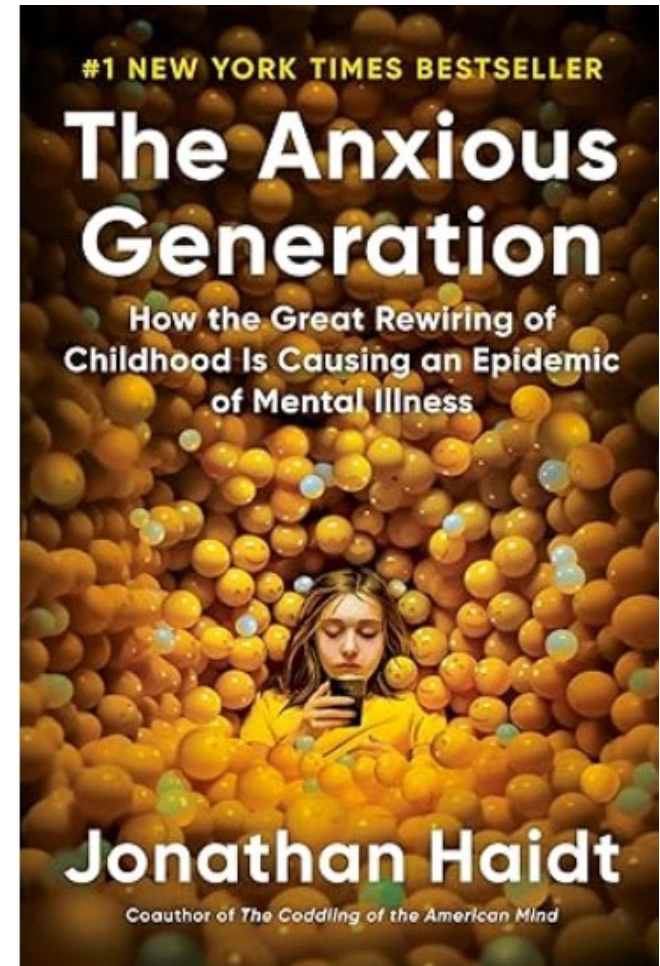
Why Gen Z Criticizes Gen Alpha’s Screen Time

- A 2023 study on the [“Effects of Excessive Screen Time on Child Development”](#) states that some screen time can improve education and learning (yay!). However, “excessive screen usage has detrimental effects on social and emotional growth, including a rise in the likelihood of obesity, sleep disorders, and mental health conditions including depression and anxiety.”
- “The average American teenager is projected to spend about 30 years of their life behind a device,” says [Larissa May](#), the founder of [#HalfTheStory](#), a nonprofit dedicated to the digital well-being of the next generation. “Technology can sometimes hinder their ability to emote, feel, create, connect and imagine.”
- She encourages parents to let kids get a little bored because “strengthening imagination is one of the most fundamental things we can do as humans.”

Why Gen Alpha Is the New Anxious Generation

Psychology Today

- Gen Alpha shows rising anxiety, even without direct access to smartphones or social media.
- Over-optimized parenting and tech-enabled predictability are weakening kids' emotional resilience.
- Constant certainty deprives children of the ambiguity needed to build problem-solving skills.
- Fostering resilience starts with letting kids face small challenges without immediate solutions.



[This Photo](#) by Unknown Author is licensed under [CC BY-SA-NC](#)

Gen Alpha Is Growing Up in a World of Certainty Machines

Psychology Today

Unlike their Gen Z counterparts, Gen Alphas are being raised in a world where uncertainty is engineered out of daily life:

- GPS tells them exactly where to go and when they'll arrive.
- Digital family calendars show every moment of every day.
- Weather apps break down forecasts by the hour.
- Smart speakers answer every question instantly.
- Youth sports apps notify of every schedule change.

Even Gen Alpha's favorite show is full of certainty. Neuroscientist Angus Fletcher told Malcolm Gladwell that shows like *Paw Patrol* may be doing more harm than good. Why? Because they're so predictable. There's a problem, Ryder (the team lead of the Paw Patrol) gives instructions, and it's solved perfectly. Children aren't learning to think critically or adapt. They're learning to expect that someone else will always have the right answer.

Public service announcements from a red furry monster

“Paws & Notice”

Then



Now



Examples

University of Georgia



Carrie V. Smith, PhD • 1st
Experienced Well-Being Practitioner
2w • Edited •

...

Proud to see UGA's Support Dawgs program highlighted in Georgia Magazine.

This initiative shows what's possible when students, faculty, and staff commit to making well-being part of our everyday campus life. I'm grateful for the incredible colleagues and students who bring this work to life each day. [Beau Seagraves](#) [Alicia Talbird](#) [Julia Buwick](#) [Victoria Gathings](#) [Boonstra Elliott](#) [Grady Taylor](#)

Read more here: <https://lnkd.in/eQGf5f3e>



A Culture of Care - Georgia Magazine
news.uga.edu

- “We usually only talk about mental health when someone’s in crisis,” says Carrie Smith **PhD ’18**, director of Student Care and Outreach at UGA and one of the program’s founders. “But now we’re seeing students proactively engage with resources prior to crisis.”
- The shift from crisis response to proactive support reflects UGA’s broader institutional commitment to promoting well-being as a cornerstone of student success.
- Offered by Student Care and Outreach, part of UGA’s [Well-Being Resources](#) within the [Division of Student Affairs](#), the program trains the UGA community to identify, understand, and respond to mental health problems and crises, including anxiety disorders, trauma, and depression. It also focuses on sexual assault awareness and prevention, and in-depth coverage of the well-being resources and support offered at UGA. More than 1,230 students representing over 58 student organizations have begun the training along with nearly 500 faculty and staff.

Examples

Hinds Community College

Hinds Community College offers FREE counseling to all students and employees.

WARNING SIGNS

- **Talking, thinking or writing about:**
 - *Wanting to die or to kill oneself*
 - *Feeling trapped or being in unbearable pain*
 - *Feeling hopeless or having no purpose*
 - *Being a burden to others*
- **Looking for a way to kill oneself**
- **Sleeping too little or too much**
- **Withdrawing or feeling isolated**
- **Giving away treasured items**
- **Increasing the use of alcohol or drugs**
- **Acting anxious, agitated, reckless or change in typical behavior**

If you or someone you know is struggling or in a crisis, help is available. You can call or text the National Suicide & Crisis Lifeline at **988** or visit **988lifeline.org** — 24 hours a day, 7 days a week to access a caring, trained counselor who can help.

THERE IS HELP FOR YOU.

SCHOOL RESOURCES

PHONE:
601-857-3219
Monday through Friday,
8:30 a.m. to 4:30 p.m.

SCAN QR CODE FOR WEBSITE

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EEOC Compliance Office of Human Resources, P.O. Box 1100, Raymond, MS 39154, Phone: 601-857-3396 or Email: EEOC@Hindscc.edu

Title IX Associate Vice President Student Services, Title IX Coordinator, P.O. Box 1100, Raymond, MS 39154. Phone: 601-857-3358 or Email: Title9@hindscc.edu

HINDS COMMUNITY COLLEGE
MENTAL HEALTH SERVICES

Marketing



From Boomers to Gen Alpha: How College Marcom Can Keep Up

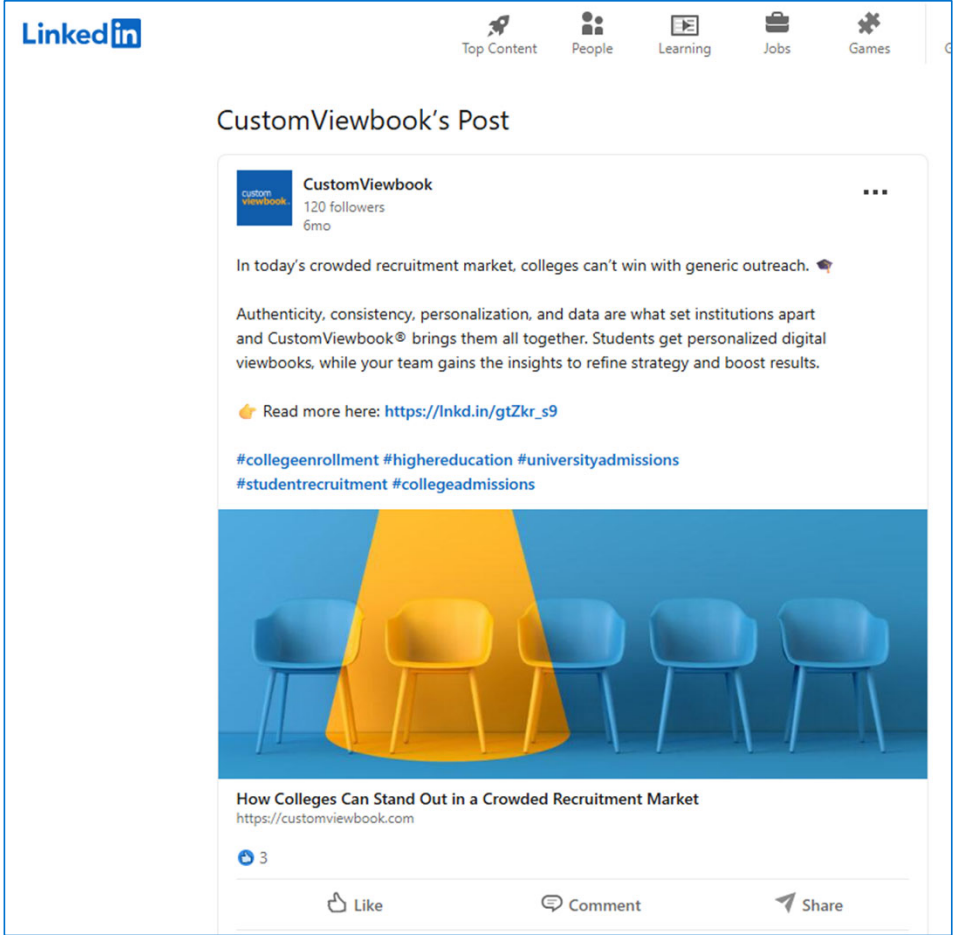
NCMPR Blog Post by Kate Kirkpatrick, Truckee Meadows Community College

Educators everywhere are worried about Gen Alpha and how it's unlike any other generation before. The pandemic made a huge impact on Gen Alpha, and their K-12 educators are reporting short attention spans, apathy, social issues, and an overdependence on technology. These students are hearing mixed messages about the importance of higher education, and your marketing will need to speak in ways to cut through the noise they see on social media. With any luck, these students are coming to your campus, and you must be ready.

Five Hacks:

1. Start observing Gen Alpha now.
2. Be authentic.
3. If every audience is a priority, then no audience is a priority.
4. Pay attention to your data.
5. Promote your own good work, and talk about the basic issues.

Personalized Marketing



This is not an endorsement of this company, rather a reference to products that are available.


In closing ...

What are you doing to prepare for Generation Alpha?



The struggle is not new!

Page 10A The Daily Item — Sumter, S.C. Saturday, April 5, 1986



AP photo

Elementary school teachers picket against use of calculators in grade school
The teachers feel if students use calculators too early, they won't learn math concepts

Math teachers protest against calculator use

By JILL LAWRENCE

"My older kids don't pay any strate," he said. "Teachers are

Contact

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